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What is claimed is:

1. A display device comprising:

a base;

5 first and second arms extending from the base;

first and second retainers attached respectively to the first and the second arms;

wherein one of the arms and the retainers are flexible such that the first and the second retainers can be spread apart to receive sports memorabilia and then released to hold the memorabilia therebetween; and

10 sports memorabilia held between the first and the second retainers.

2. The display device of Claim 1 wherein the arms are flexible.

3. The display device of Claim 1 wherein the retainers are flexible.

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4. The display device of Claim 1 wherein the retainers comprise flexible cups.

5. The display device of Claim 1 wherein the retainers comprise rigid cups.

- 20 6. The display device of Claim 5 wherein the cups are made of a low friction material.

7. The display device of Claim 5 further comprising low friction liners positioned within the cups.

- 25 8. The display device of Claim 5 wherein the cups are rotatably secured to the arms.

9. The display device of Claim 1 wherein the retainers each comprise a rigid ring.

10. The display device of Claim 1 wherein the retainers each comprise a prong.

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11. The display device of Claim 1 further comprising an arm assembly including the first and the second arms, wherein the arm assembly is rotatably secured to the base.

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12. The display device of Claim 1 wherein the arms are secured to a support rotatably mounted to the base.

13. The display device of Claim 1 wherein the base is adapted to be hung on a wall.

14. A display device for holding sports memorabilia comprising:

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a base;

a rigid arm assembly extending from the base and including first and second arms having spaced apart distal ends; and

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first and second flexible cups attached respectively to the first and the second arms such that the cups face one another, wherein the flexible cups can be pressed against the arms to receive sports memorabilia between the cups and then released to hold the memorabilia therebetween.

15. The display device of Claim 14 wherein the base is adapted to be hung on a wall.

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16. The display device of Claim 14 wherein the arm assembly includes a third arm between the first and the second arms providing additional support for the memorabilia.